

Health Care Outreach & Enrollment Steering Committee Minutes May 14, 2007

Kevin Veller opened the meeting. As introductions were made people provided updates on what their organization brought to the table in efforts to implement health care reform.

On-Line Screening Tool

Judy Higgins, Associate CIO for Health Care, provided a brief update on the screening tool project that she is spearheading.

Short-term IT Goal: This tool will ask 10 or so basic high-level questions such as *"Have you been uninsured 12 months or more."* These questions will inform the applicant as to whether or not they want to go the next step. They will be able to download a PDF file to apply for state sponsored health insurance which can be printed, filled out manually, and mailed to DCF.

If a person wants more information before deciding to apply, they can fill out a contact sheet which will be transmitted to MAXIMUS, the call center for the Office of Vermont Health Access, the agency which administers the state sponsored health insurance programs. Upon receipt of a contact sheet, MAXIMUS will call the applicant within two business days to assist them in the application process, which is ultimately handled by the Department for Children & Families.

Long-term IT goal: In 2010, there will be an interoperable site that allows applicants to apply on-line.

The new enrollment processing system will be designed to:

- streamline the application and eligibility process, and reduce the burden of program rules;
- interface in real time with other systems to verify information needed to grant eligibility and to disseminate notification of coverage;
- utilize the health information exchange being created by VITL in a way that improves the sharing of health care data;
- quickly incorporate changes in eligibility rules; and,
- reduce the need for paper by managing applications, notifications and billing electronically whenever possible.

Tracking Leads Prior to October 1

Passive Tracking: As Vermonters inquire about Catamount they are asked if they wish to be on a list maintained by MAXIMUS. As we near October they will receive a call from someone to assist them in determining if they are eligible for Catamount. The list currently has over 100 names.

Proactive Tracking: At the same time, Hunt Blair of Bi-state Primary Care is spearheading an effort to proactively develop a list of people interested in Catamount. This group is exploring ways in which to provide high-touch, person to person outreach to assist individuals in the application process.

Current Processes & Auto-Enrollment

Susan Besio mentioned that Kevin Veller and someone from the Department of Children and Families will be participating in a national meeting where states examine their current systems of applications and paper flow to determine ways in which to make them more customer-friendly. Additionally, GMMB will assist us with website design to help people enroll

GMMB Presentation

Alison Betty Volz and Annie Burns introduced themselves and their firm. GMMB is a strategic communications firm with a focus on issue work. Since 1999, they have helped eligible uninsured individuals throughout the United States to get health insurance coverage. They specialize in integrated outreach campaigns and have a long record of successfully motivating behavioral change among hard-to-reach audiences. They are partnering with Lake Research Partners to conduct initial research which is essential to establishing strategic insights and a Vermont-specific approach which will serve as the foundation to GMMB's strategic plan and marketing efforts. Lake will conduct follow up research after Catamount has been launch to provide additional information about awareness and perception about the product.

GMMB provided examples of their work from throughout the country including the New Jersey HIV/AIDS Awareness Campaign, the Robert Wood Johnson Foundation *Covering Kids & Families* campaign and the Illinois health care portal.

Vermonters need to know that this program applies to them, emphasizing that working people are eligible for Catamount Health. They should view Catamount as valued and responsive product or service. It must be a simply to apply, have

a navigable website with memorable names, toll free hotline and expanded hours for working residents. Retaining people is just as important as enrolling them.

An integrated communication campaign will include paid ads, corporate partnerships, cross agency coordination, earned media, evaluation, grassroots activities and organizational outreach.

GMMB Deliverables will include:

- Research and message development
- Advertising, brand and materials development
- Stakeholder outreach and training
- Earned Media and press launch
- Website design and consultation
- Overall strategic counsel and management

Lake Research Deliverables will include:

- Examine past Vermont surveys on the uninsured
- A statewide survey to establish awareness about Catamount Health
- Focus groups
- Message testing in focus groups
- Follow up focus groups

Campaign will include:

- Key messages
- Brand development
- Creative concepts
- Ad development
- Outreach materials
- Media buys

Goal:

- Introduce effort
- Solicit strategic input
- Establish key partnerships
- Secure stakeholder participation
- Train on key messages

Strategic counsel will occur throughout research, development and the management of timelines.

Press Launch

The press launch will occur in September. A question was raised as to why we are waiting to launch the press in September. Alison responded that we want to be sure that our message works and that uninsured have a positive experience and spread the word. We only get one chance to do this right. If someone has a bad experience, we won't get a second opportunity to reach them.

What do People Need Now?

- Carriers need to be involved when key messages are developed so they can plan their own materials accordingly. Language needs to be clear, concise and consistent.
- The Campaign for Health Care Security wants his outreach workers to have materials this summer.
- Need to inventory all organizations available to do outreach
- Listing of frequently asked questions (FAQ)
- Application for a unique URL

Enrollment Process

Various state agency people along with the Office of Health Care Ombudsman need to examine the enrollment process.